

Vlog House

An increasing number of people record the activities of their daily life and upload to social media platforms.

This project proposal turns an abandoned old warehouse in Shanghai into a creative video studio that responds to the future needs and demands of this growing social medium; providing equipment, video courses and private studios for the public to engage and interact with.

"Everyone can be both the video creator and audience in this building"



- 1980s ● New York artist Nelson Sullivan
a vlog-like style
- 2000 ● Adam Kontras posted a video alongside a blog
- 2002 ● Tropisms.org site
first sites to be called a vlog or videolog
- 2004 ● The year of the video blog
- 2005 ● Become popular
- 2016 ● Vlog gradually developed in China



Vlog Culture

A video blog or video log, sometimes shortened to vlog is a form of blog for which the medium is video. Vlog entries often combine embedded video (or a video link) with supporting text, images, and other metadata. Entries can be recorded in one take or cut into multiple parts. Vlog category is popular on the video-sharing platform YouTube. It is popularly believed that, alongside being entertaining, vlogs can deliver deep context through imagery as opposed to written blogs.

Vlogging (short for “video blogging”) is the daily practice of capturing and sharing vlogs characteristically featuring a vlogger shooting themselves at arm’s length throughout their everyday activities.

User



Vloggers:

1. shoot videos by their phones, want to have a better environment and equipment for making videos.
2. Have a small team. Want a studio to make a video. will not always in the studio, just want to rent a place to edit videos.

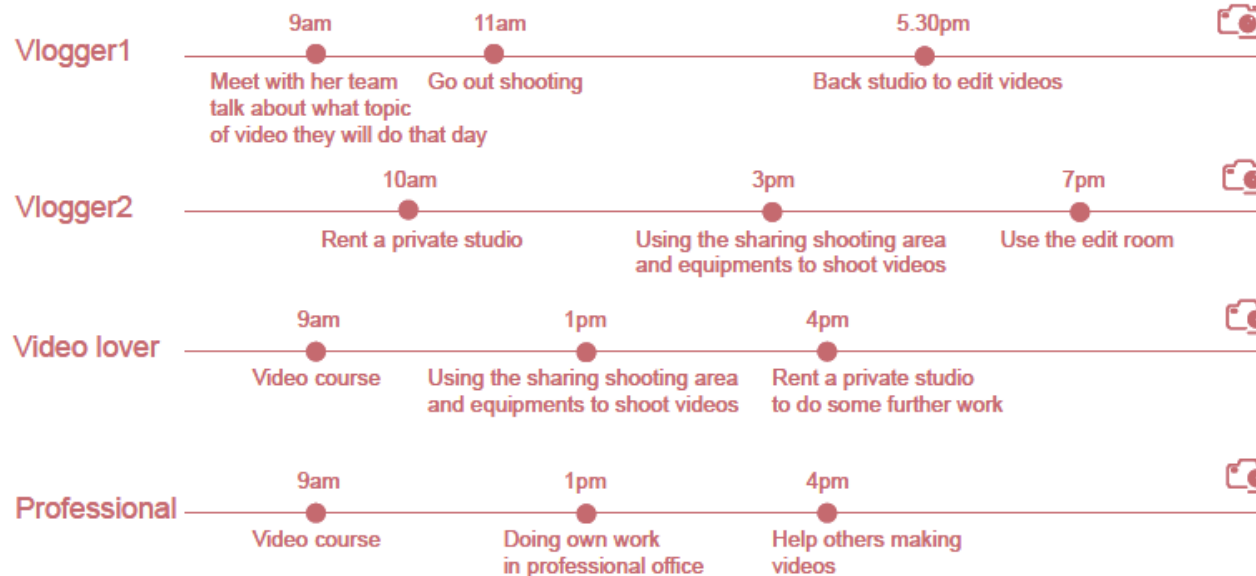
Video lovers (divide into two different levels)

1. Foundation class_love watching videos, but do not know how to make videos. They want to learn small video-making skills to record their daily activities. Mainly use the sharing space.
2. Advanced class_want to be a vlogger, still want to learn some professional skills. After the courses, they may rent a private video studio.

Professionals:

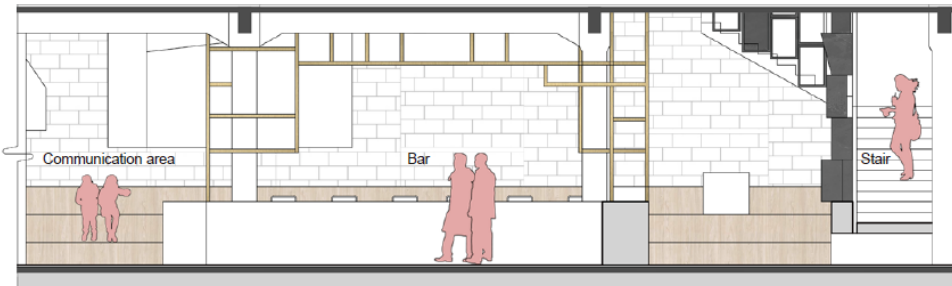
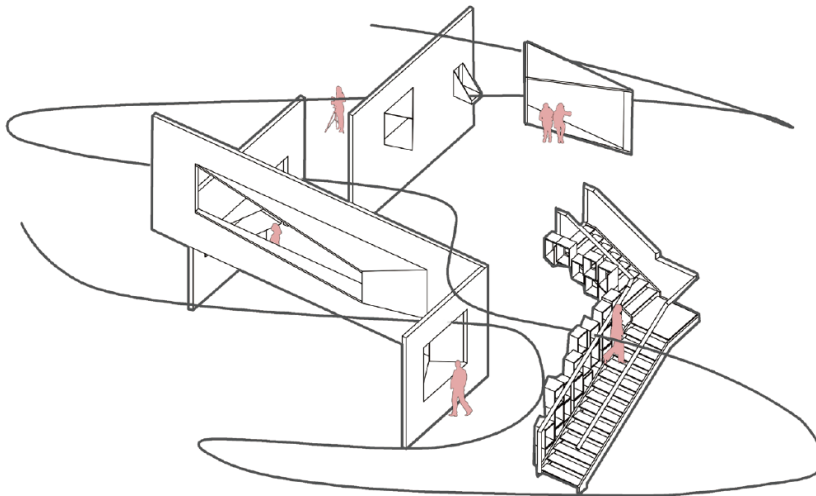
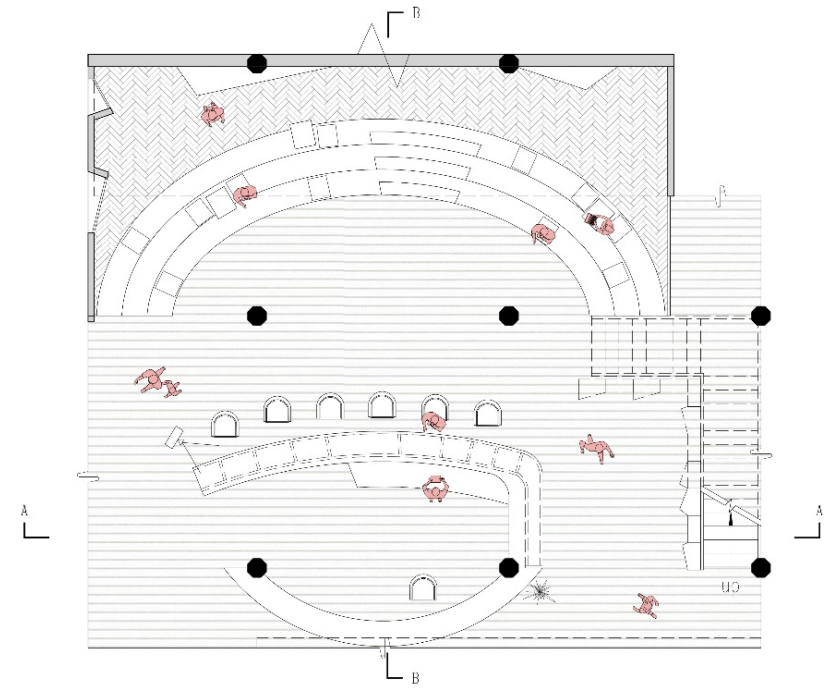
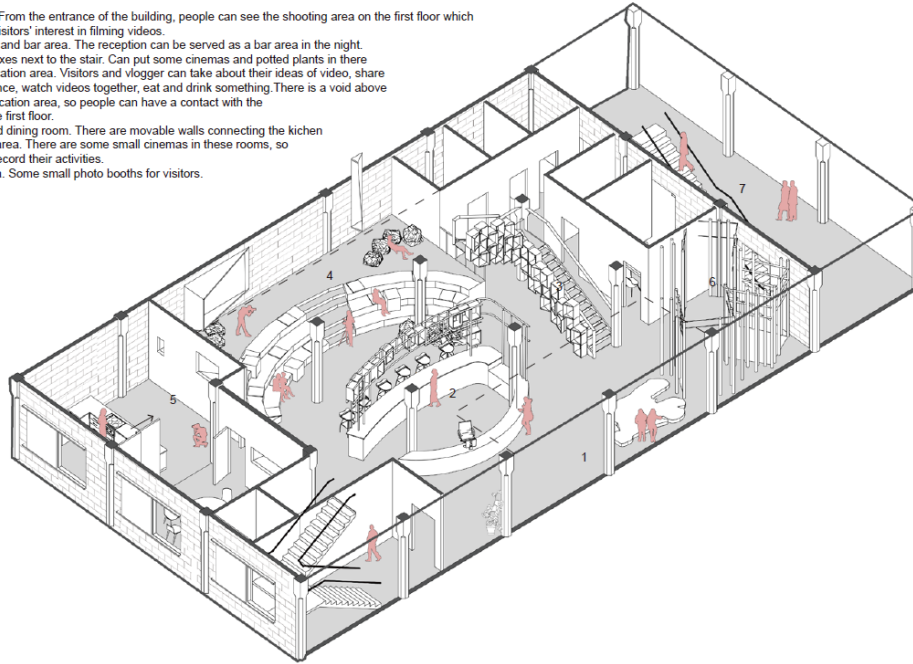
Teach video courses. will have other work to do if there are no courses.

Technical teams: Makeup artist, gaffer



Ground floor

1. Entrance. From the entrance of the building, people can see the shooting area on the first floor which can arouse visitors' interest in filming videos.
2. Reception and bar area. The reception can be served as a bar area in the night.
3. Display boxes next to the stair. Can put some cinemas and potted plants in there
4. Communication area. Visitors and vlogger can take about their ideas of video, share their experience, watch videos together, eat and drink something. There is a void above the communication area, so people can have a contact with the people on the first floor.
5. Kitchen and dining room. There are movable walls connecting the kitchen and dining area. There are some small cinemas in these rooms, so people can record their activities.
6. Photo area. Some small photo booths for visitors.



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3. Photo area. Some small photo booths for visitors.
4. Shooting area. This shooting area include some movable walls. People can use the movable walls to divide the space into some private rooms for shooting. There is a three-dimensional opening on the wall, a glass is added to solve the sound problem.
5. Double high shooting area. Mainly for vloggers. This shooting area can be turned into a closed space when used.
6. People can shoot from the upper level to the shooting area
- 7.8. Exterior shooting area and roof garden. Face to the Huangpu river. Good view for exterior shooting.

